

1983 MAY ISSUE

# The Greater California HISPANIC FORUM

Ventura County Edition

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VOL II

Ventura County's Vibrant, Expressive, and Dynamic Hispanic Community Committed to a Brighter, Wholesome, and Progressive Future.

ISSUE 7

Education and the Local Community

## A PROFILE OF THE MEXICAN AMERICAN COMMUNITY

by Dr. John J. Halcon

The Oxnard Chapter of the Association of Mexican American Educators is currently involved in a major scholarship fundraising effort. This effort has been initiated simultaneously by the Scholarship Committee of AMAE and local Mexican American/Chicano business people. The basis of this joint effort is the following summary of a report entitled, *A Profile of the Mexican American Community: Education and the Local Community*.

This report was intended to demonstrate to the local community the extent of the need for continued and improved scholarship support.

The following report represents a compilation of data describing the educational status of Mexican Americans/Chicanos in the United States, in California, and in Ventura County. These figures are drawn primarily from the 1980 census, published in various reports, articles, and/or newspapers.

Mexican Americans in school today, especially those requiring bilingual services, are inadequately served. Not only are less than 1/4 of those who need services receiving them, but to complicate

matters, we won't have sufficient numbers of teachers trained to meet the need today. We simply are unable to train competent teachers in sufficient numbers. In part, this is due to the very small number of Mexican Americans who are actually in college.

Mexican American drop out rates average about 50% yearly. This has been true every year since the early 1930's. In 1977, it was 45%. Few Mexican American high school graduates enter college.

(Cont'd on Page 6)



The AMAE sponsored Tardeada in El Rio was one of the many events organized by the association to raise scholarship funds.

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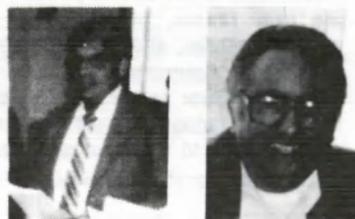


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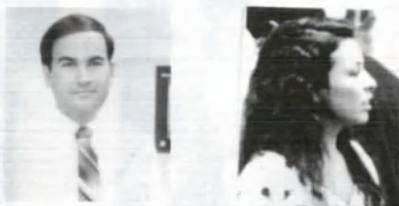
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# HISPANIC FORUM

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Gonzalo R. Casillas

## COMMUNICATIONS CLEARING-HOUSE FOR NON PROFIT ORGANIZATIONS

In a recent Hispanic Forum staff meeting, discussion centered on means of involving local governments, as the non-profit entities that they are, to use the Hispanic Forum. From the Forum's point of view, it is important that it be read by as broad a section of this county's reading public and especially by civil service heads of departments.

Indeed, the discussion focused on this need to place the Forum in the hands of individuals who are heads of departments in the county and in the various cities of the county and the local federal establishment. As an example, the city of Oxnard has approximately ten different departments. It was concluded that if the city of Oxnard were to feature one department per month in the Hispanic Forum, they would have returned to them, forty copies of the (finished product) Forum that month. The city could then send copies of the Forum to all of its department heads and other key personnel. (A minimum fee of \$90.00 per page is charge to non profit organizations. The private sector pays a higher fee for advertising.)

Buy why would the city of Oxnard or any other non profit organization want to use the Hispanic Forum? From its inception, the Greater California Hispanic Forum, Ventura County Edition has had as one of its goals, the creation of a Communications network within the Hispanic community. Slowly it has been accomplishing that goal. Today . . . eighteen months later and eighteen issues from its' birth, the Hispanic Forum is being used by Anglo American non profit organizations . . . as well . . . this too was intended as the English printed word has been the medium of communication in the Hispanic Forum.

Non profit organizations using the Hispanic Forum receive the following benefits:

1. *The Forum is a referral document. Inside the front cover of each magazine, will be found a head and shoulders photo of that organization's president and vice president or director and assistant director. Also included will be a list of that organization's Board of Directors or of its Executive Board.*
2. *It serves as a Newsletter to the user organization. The authors are themselves members of the user organization. On receiving their 40 copies of the Forum, the membership of that organization becomes informed about their own organizations activities.*
3. *It provides information between non profit organizations. For Example: If a non profit organization in each city in Ventura county used one page in the Forum on a particular month, each organization automatically receives 40 copies of the Forum. Not only would each organizational member be reading about his own organization, they would also be reading about other user organizations in each city in the county.*
4. *The Hispanic Forum gets the word out to your elected representatives. Mailers are sent to major officeholders such as Congressman Robert Lagomarsino and Senator Alan Cranston. To many others between these two gentlemen and the Ventura County Board of Supervisors. Each board members gets a copy along with all judges both municipal and superior courts in the county, to all heads of law enforcement in the county, to all city council persons in each city in Ventura county, to school boards, libraries, and to minority organizations.*
5. *Above all, it provides all user organizations with a direct link to the Hispanic community and vice-versa. This Hispanic community is not only interested in hearing from itself via other non profit organizations, they also want to hear from others outside the Hispanic community. Likewise, it is important for those entities that govern to hear what all communities have to say.*

Understanding this concept of news media use broadens lines of communication. The concept is unique and serves as an extension to already existing and established printed news media sources. The single most unique quality of the Hispanic Forum, is that it serves as a clearing house for non profit organizations in reaching one another. It is an instrument of communication paralleled by none in its category.

Non profit governmental agencies will be well served in being part of this communications network and the Hispanic Forum looks forward to working with you and serving you.

The Greater California  
**HISPANIC FORUM**  
Ventura County Edition

TO  
SERVE  
YOU

**CETA**  
501 Poli St.  
Ventura, CA.



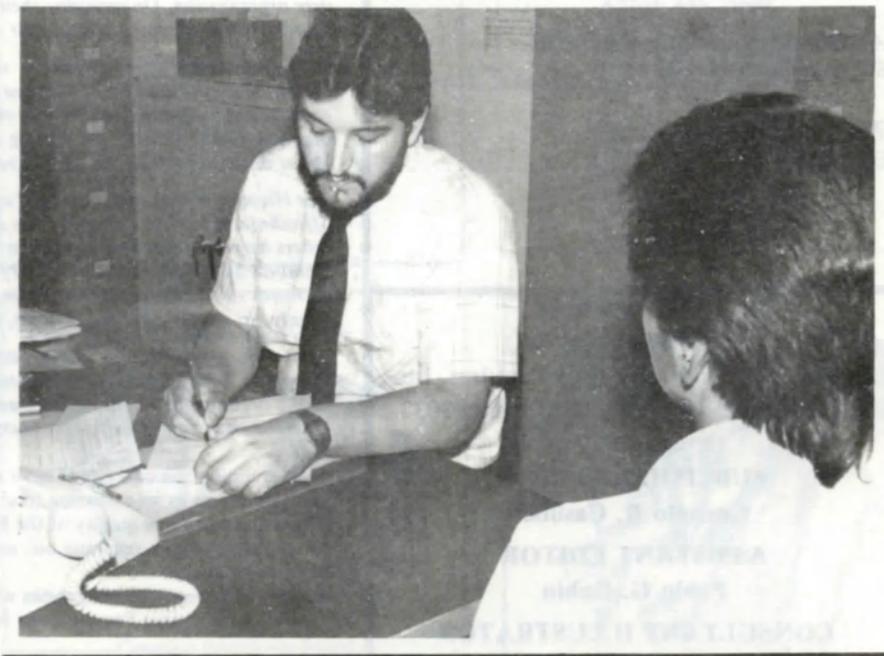
## EMPLOYMENT OPPORTUNITIES FOR YOUTH

Employment opportunities will once again be available through the County of Ventura Summer Youth Employment Program for economically disadvantaged persons. Administering and Implementing this year's program will be the County of Ventura Employment and Training Administration under the direction of Mr. Ruben Pacheco, CETA Manager. This year, he has indicated, the county will have approximately 1,000 summer youth jobs distributed among all county communities.

The major government bodies involved in program operations will be the County Public Social Services Agency Central Participant Services (CPS), the City of Buena Ventura, the City of Simi Valley, and the City of Thousand Oaks. Other major entities which are assisting in the recruitment of interested youth, are the Employment Development Department, the Youth Employment Offices and local High Schools and Junior Highs.

The Summer Youth Employment Program has been available in Ventura County for over a decade. Youth are provided employment opportunities with Federal, State, and local government as well as community non-profit organizations. This year there will also be some educational opportunities and special projects to improve our community. Overall, the program's objectives are to provide youth the opportunity to learn good work habits; gain some insight into possible career goals; and; earn some income to meet personal and/or educational expenses.

Employment opportunities will be available starting June 11, 1983. Youth will be paid the Federal minimum wage, \$3.35 per hour, for six to nine weeks during the summer. Persons who qualified for this



program must be legal residents between 14 and 21 years of age; be economically disadvantaged and live within Ventura County. Interested youth may pick up applications at the Youth Employment Of-

fice nearest to their home or contact their school counselor. General information about the program is available by calling Mr. Rene Navarro, Recruiter, at (805) 654-5803.

# HELPING THE UNEMPLOYED AND UNTRAINED.....

## VENTURA COUNTY'S CENTRAL PARTICIPANT SERVICES (CPS)

We provide these federally funded  
employment related services:

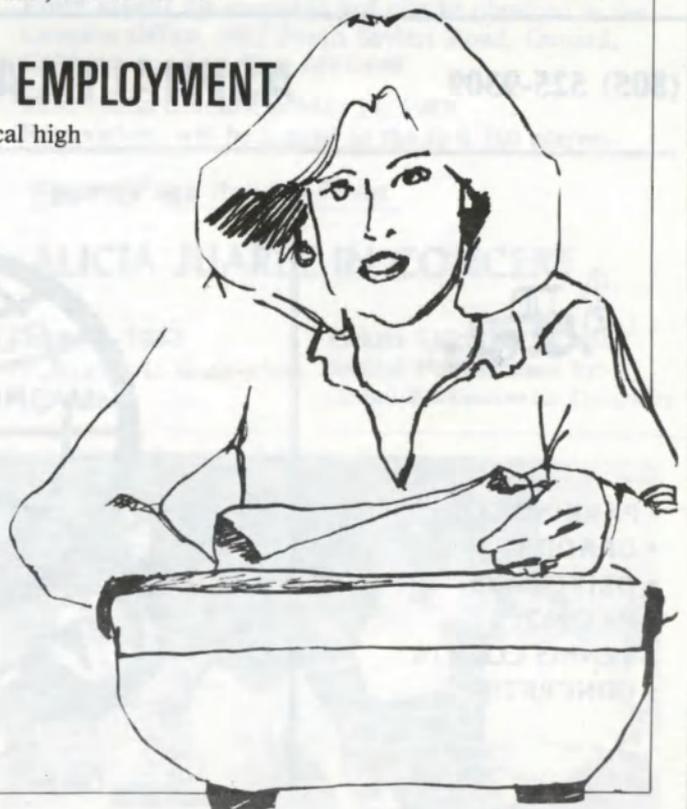
### Summer Youth Employment

- Work Experience (training positions in public/non-profit agencies.
- Job Search Workshops
- General Employment Preparation Services (includes instruction in remedial skills)
- Intake and Assessment: Eligibility determination, Job Counselling and referral to other training programs.

For general program information, call 654-3748.

For **SUMMER YOUTH EMPLOYMENT**

information contact your local high  
school or call 654-5803.



*Community...*

**OXNARD CHAPTER**  
 P.O. Box 566  
 Oxnard, California 93030



Those that do, enter community colleges. Relatively few graduate from college with a Bachelor's degree.

Even fewer continue onto advanced to professional degrees. The attrition rate of all Mexican Americans in school is 97%.

Mexican Americans in Ventura County account for almost 1/4 of the county population, and over 25% of the school population. Most school districts in Ventura County have significant numbers of Mexican Americans in their schools. At least 7 school districts report that over 50% of their student enrollment is Mexican American. These are Briggs (79.9%); Fillmore (59.3%); Hueneme (54.4%); Oxnard (66%); Rio (61.9%); Santa Paula (70%); and, Santa Paula H.S. (63.5%). Another 7 school districts report an enrollment of Mexican American Students between 30% and 50%. These are Ventura County Special Classes (33.2%); Mesa (33.1%); Oceanview (39.1%); Oxnard H.S. (36.%) ; Somis (33.5%); and Moorpark (46.5%).

This summary is intended to demonstrate as briefly as possible the educational status of the Mexican American community today. Even though significant strides have been made, much re-

mains to be done. In fact, it appears that the upward trend in college enrollment of Hispanics, which began over a decade ago, is now in serious decline. The drop out rate among Chicanos is disastrously high, the attrition rate is a national disgrace, and the resources necessary to attack these problems are simply not there.

The time has come for a major change of direction in education for the Mexican American community. The first steps were taken in the last decade. The development of our educational institutions, their goals and objectives, are now squarely in the hands of the community. It is our responsibility, not that of the state or federal government, to determine the educational future of our community. Working hand-in-hand, the educational community, the business community, and the professional community must join together and guide the Mexican American community to educational independence.

**The Need**

The need is a simple one. We must encourage and assist more Mexican American/Chicano students to graduate from high school to enter college, and to graduate from college. Where do we

*AMAE, Oxnard Chapter Proudly Announces*

**Scholarship Recipients Honor Night**

May 28, 1982

**Oxnard Monday Club**

6 - 10 p.m.

Make your reservations now.

Clara Ramos

485-6127

begin?

We begin by channeling community resources in the form of scholarships to qualified students. The more scholarships we can provide, combined with existing sources of financial aid, the more students that will enter college. AMAE scholarships are not merely a gift of money to some student. AMAE scholarships are incentives to promote the development of our community. AMAE scholarships are an investment in the future.

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## El Concilio del Condado de Ventura

3825 S. Saviers Road  
Oxnard, CA. 93034



### ***ETHNIC MINORITIES MEET.***

An Ethnic Minority Conference was held on April 16, 1983 at the Oxnard Community Center.

Coordinated by the Community Relations Committee of the Concilio Board of Directors, the conference was attended by leaders in the Black, Filipino, American Indian, Hispanic Communities and the Handicapped.

The purpose of the Conference was to provide a Forum whereby each minority community could express the comments/concerns of that community as they related to three basic topics: Employment, Housing and Health.

The Ethnic Minority Conference generated much interest and enthusiasm. It was seen as an opportunity for the various diversified groups to develop unified plans to work toward improving the quality of life of the Ethnic Minority.

The Conference identified issues such as the review of Affirmative Action Plans of employers and their hiring practices at all levels.

In the area of Housing, the lack of affordable housing was an issue raised as were the conditions of some rental units and the failure of landlords/owners to provide safe, healthy conditions in which to live.

Health issues centered around proposed state cuts in various areas of health care which could eliminate services to the poor, American Indian, and the migrant worker.

Because of the enthusiasm generated, those present have agreed to meet in approximately four weeks to further discuss the direction the attendees wish to take, including the possibility of creating subcommittees.

Individuals interested in attending the next meeting should contact El Concilio at 486-2649.

## **EL CONCILIO TO HOST TWO SPECIAL EVENTS**

El Concilio has scheduled two elaborate fund raisers for May and June. Funds raised are to be used for health and human services in the Hispanic Community.

### ***1st Annual Invitational Golf Tournament***

**May 22, 1983**

1st Annual Invitational Golf Tournament  
Buena Ventura Golf Course

Entry Fee: \$40.00 (includes Dinner/Dance)  
(Individual Dinner/Dance Tickets are available -  
@ \$15.00 each)

Entry Blanks are available and can be obtained in the Concilio Office, 3825 South Saviers Road, Oxnard, California or by calling 486-2649.

Reservation deadline is May 14, 1983.

Reservations will be limited to the first 100 players.

### **Second Fund Raising Event**

## **ALICIA JUAREZ IN CONCERT**

**June 11, 1983**

Oxnard Civic Auditorium  
8:00 p.m.

Tickets \$11, \$10, \$9 with  
Special Performance by:  
Grupo Folkloricc Dr. Gonzalez





Tom Sawyer  
Executive Vice President



## CHAMBER OF COMMERCE

P.O. Box 867  
228 South A Street  
Oxnard, CA 93030  
(805) 487-6305

# STRONG LOCAL ECONOMY A GOAL OF THE GREATER OXNARD CHAMBER OF COMMERCE

The life force of any community is dependent upon the strength of its economy. Oxnard is extremely fortunate to have a diversified economy consisting of agriculture/agribusiness, government/military, industry and commerce. The fact that Oxnard is considered the commercial hub of Ventura County and the City with the highest industrial growth potential did not just happen. People associated with the Chamber of Commerce, the Chamber itself and its members have worked long and hard to achieve this.

Again this year, the efforts of the Chamber to continue to improve the City's economic future will be coordinated by Erle Kuske of Union Bank, Vice President who is in charge of the Chamber's Economic Affairs Department.

As varied as is the economy of Oxnard, so must the Chamber's interests be varied. Primary among the committees that have been formed under this department are the Economic Development, Aviation and Transportation, Downtown Improvement, and Agriculture.

Through these committees, each operating where they are most effective in attracting new investment or retaining and improving what is already here, the Chamber continues to fulfill its commitment to improve the economic life of the citizens of Oxnard.

AGRICULTURE remains Ventura County's top industry and the backbone of the economy, as it has been since the days when Achille Levy, founder of the Bank of A. Levy, was a grain merchant shipping barley from the Hueneme Wharf.

This close relationship of early days between agriculture and the business community remains and is the foundation of the efforts of the Chamber's Agriculture Committee. This committee annually sponsors the local Agriculture Day which includes a tour of the fields and produce processing facilities along with a luncheon.

A PRODUCT of these early days, the Central City area of Oxnard, or "downtown" is the oldest commercial area of the City and for many years the hub of financial activities of Oxnard and a sizeable part of Ventura County.

Oxnard's downtown has felt the pressures of undirected growth with the resultant mix of sometimes incompatible uses, and the more recent development of new shopping centers outside of the central core, closer to the customer.

The Chamber's Board of Directors feel strongly about the need for a thriving downtown and about the need to re-establish this area as a viable economic factor in the community.

The Downtown Improvement Committee provides the vehicle through which the Chamber's position is promoted and publicized and also serves as a conduit for interaction between the City Redevelopment Agency and downtown business interests.

ONE OF the key elements essential in the orderly and balanced growth of a community is that of transportation. The availability of a sound transportation network certainly benefits a community in providing for its industrial growth and adequately serving its citizenry.

The Aviation and Transportation Committee of the Greater Oxnard Chamber of Commerce has established achievable goals which will subsequently be addressed by the City's policymakers. These include improvement of the City's circulation element support of the orderly development of the Port of Hueneme, and the development of a realistic land use and development plan for Oxnard Airport that will guide the future of the airport for the next 20 years.

The Aviation and Transportation Committee will again this year provide the coordinating efforts for the Chamber's participation in Co-sponsoring the National Aviation Day Open House and Air Show at Oxnard Airport in August.

It has long been recognized by the Chamber of Commerce that our local

economy could not continue to provide jobs for a growing population and capita for expanding municipal services without an intensified and coordinated economic development program. The Chamber is gratified to have been able to work cooperatively this past year with the City, through our Economic Development Committee, in developing a new economic development strategy for the city that includes the establishment of an Economic Development Department and the hiring of an experienced professional director and staff.

Members of this committee have served effectively on the City's Ad-hoc Economic Development Task Force which has identified and created preliminary plans for development of a 1400 acre industrial area on the eastern edge of the City. This, along with the continued enhancement of other economically beneficial programs undertaken by the City, such as the golf course, harbor expansion and downtown revitalization, will help guarantee Oxnard's economic future for many years.

The Chamber's Economic Development Committee composed of a trained and experienced staff of volunteers representing the major public utilities and transportation agencies supports the City's efforts to speed up the development permit process and has accepted the responsibility of establishing a meaningful inventory of industrial and commercial land available for development. The Committee will continue to assist and coordinate the location of any new industry and commerce within the Oxnard area.  
(First of a four part series.)



Expansion of Port Facilities Enhances Oxnard Area Economy.

# SERVICE IS THE KEY FOCUS OF OXNARD COLLEGE EOPS STAFF

**OXNARD COLLEGE**

4000 South Rose Avenue  
Oxnard, California 93033



Service is the primary focus of the EOPS (Extended Opportunities, Program and Services) office at Oxnard College.

The next few months will be among the most important for students who plan to attend OC on financial aid. "It takes time to find out how to do it, to complete the paperwork, to have the files processed, and to learn if you have qualified for federal and state assistance," says Fred de Leon, assistant financial aid/EOPS director. "With all of today's financial uncertainty, it is important for students to come see us early. Now is the time to start application procedures for next year. Those who apply early have the best chance of having their needs met."

The financial aid application process is more than money. It is the entryway for students seeking additional support services, and that is where EOPS services come to the forefront. "We are there to help our students succeed, no matter what the problem," de Leon emphasizes. Many students are single-parent head of household. Others are working for skills to get off welfare. Encouragement is necessary.

"About 90% of our total allocation is aimed at services. This is where our direct assistance, peer advisor program, and links with counseling health services, special education, tutorial services, retention, and job placement come in. We try to give each student every opportunity to succeed. Our peer advisors have had their own successes with some of the same problems and are uniquely able to talk to students who follow after them.

Graduation is a time that brings psychic fringe benefits to EOPS staff. "It is a good feeling to see our students graduate, some after overcoming considerable difficulties," continues de Leon. When a very passive or monolingual student enters quietly and apprehensively and a couple of years later graduates, perhaps with a scholarship, it is a very, very good feeling. We are proud of their achievement. That's what it is all about."

## APRIL WAS EOPS HIGH SCHOOL MONTH

April was OPS Outreach Month and Oxnard College outreach counselors program visited local high schools to inform seniors about instructional-service offerings at OC, according to de Leon.

Visitations were made to Oxnard High School, Channel Islands High School, and Hueneme High School. Rio Mesa High School students were brought to the OC campus for a "Building Bridges" Youth Leadership Development Seminar Day.

de Leon sees three barriers that may impring on a high school senior who is making the important decision of attending college. "There are financial barriers, academic bar-

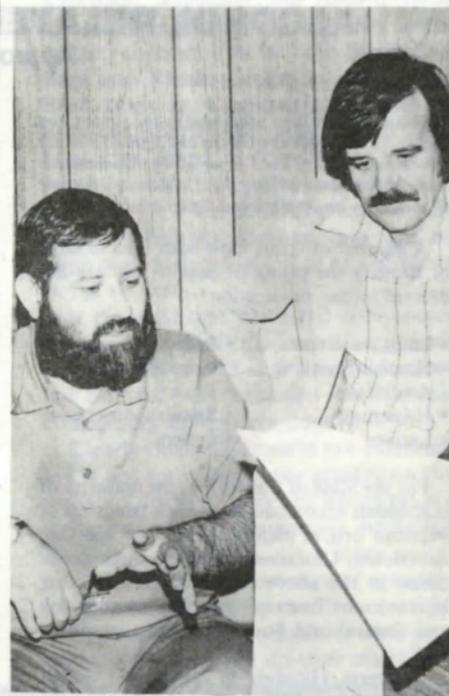
riers, and personal barriers," he says. "Our EOPS program has some answers on how these barriers can be overcome. We can tell prospective college students what steps to take and who to see. We also have follow-up assistance available to work through the processes and we like to see our students succeed."

Other EOPS outreach staff members are Sal Sanchez, counselor, and Merri Ann Harbert, counseling assistant. All can be contacted at Oxnard College during regular college hours by visiting the EOPS office or by calling 488-0911 ext. 201, 204, or 206.

EOPS services also include assisting current OC students with transfer programs and making the transition to upper division education. In April, for instance, they took a busload of students to Cal State Northridge for an informational field trip.

The EOPS Outreach program seeks to acquaint students with job skill training programs such as automotive mechanics, culinary trades, business management, merchandising, word processing, diesel mechanics, legal assisting, hotel and restaurant management, and others. Introductions to the social side of college such as student activities, and student support services, and intercollegiate athletics are also included.

The EOPS focus is on how Oxnard College can help students to achieve their career goals, particularly if the student needs to overcome obstacles on the way to success.



Fred de Leon, assistant financial aid/EOPS director, and Jose de la Pena, director of financial aid, are two people Oxnard College students will want to remember.



Oxnard College students find that Lois Denardo, secretary, and Jose de la Pena, director of financial aid, are very helpful in opening the doors of financial opportunity for them.

## Alcoholism Service United

949 1/2 E. Main Street, Rm. 6 - P.O. Box 131  
Santa Paula, California 93060



## ALCOHOL-RELATED SERVICES AND HISPANIC COMMUNITIES: Appropriateness Criteria for Programs in California

*This article has been submitted by the Santa Clara Valley Alcohol Services United and appeared in the December/January 1983 issue of the Commission Newsletter produced by the California Hispanic Commission on Alcohol and Drug Abuse, Inc.*

A number of terms have been used to label or identify the group of people that are addressed in this publication:

- Latin Americans
- Spanish-Surnamed Americans
- Spanish-Speaking Americans
- Raza
- Hispanics
- Spanish Americans
- Latinos
- Others

For the State of California, the majority of individuals encompassed by such labels are of Mexican origin, calling themselves Mexican Americans, Chicanos and *Mexicanos*, in addition to the above terms. There are other Hispanics of Puerto Rican, Cuban, Spanish and Central and South American origin as well.

The term Hispanic is being used, albeit reluctantly, by the writers of this publication because it has emerged as the major term which the political system seems to understand when referring to the heterogeneous group of Spanish language heritage/Indigenous European-Black racial origin peoples in the United States. It is important for the reader to understand why Hispanic is a less than satisfactory label. First, the term ignores the realities on which racial/ethnic discrimination is based, in that it refers to the physically and historically distant colonizer country of Spain and negates the impact of Indigenous and Black cultures on United States Hispanics. Secondly, the term did not originate within the group itself but instead has been imposed on the group by the White/Anglo, English-speaking society. The reader should reflect on the issue of labeling as he or she reviews the following discussion of alcohol-related program criteria.

Labels and images of Hispanics are relevant to this topic because they reflect the perceptions of Hispanic needs by service delivery systems. Frequently, such perceptions are based on powerful stereotypes that result in the erection of barriers to services for Hispanics. The perspective of service deliverers is generally formed through an academic process of studying at a college or university or through some form of in-service training delivered by an academician. Based on Western European philosophies of rationalism and empirical science, the ideological and cultural model of such training draws its examples and research findings almost ex-

clusively from the study of White/Anglo Americans and/or Western Europeans, often solely from the middle class.

One must question how appropriate it is to apply such a model or perspective to different racial and ethnic groups, in that issues of color, culture and language are either ignored completely or confounded to the extent that one cannot understand their effects. In addition, the interaction of such factors as gender, socioeconomic status and regional differences are also overlooked.

Given that so much vital information about social diversity is missing from their academic preparation, social service providers tend to fall back on their own imagery or stereotypes when they attempt to plan for services to racially and ethnically different groups. Thus stereotypes become perpetuated within programs and service delivery systems both by policy and by personal attitudes.

Stereotypes remain pervasive due to policy actions by decisionmakers not to seek out racially/ethnically diverse personnel to assist in program design and implementation. Stereotypes remain powerful due to personal attitudes, partially through the ignorance of individuals about multi-cultural issues and partially due to the fact that they do not value cultural diversity sufficiently to seek out appropriate information to increase their understanding.

Individuals from different racial and ethnic groups who need the social services thus, confront an essentially aversive system: the

centric barriers to the receipt of assistance. The force of the system's monocultural norms, shored up by service deliverer' stereotypes, fosters a strongly negative dynamic which thus discourages racially and ethnically different clients from seeking help or from participating effectively in a recovery and assistance program. As program provider administrators and staff members seek to delineate expectations and responsibilities, the program often seems unable to distinguish between the concepts of pathology and differences. Thus, when confronted with "ungrateful" clients or a non-utilization of their services by racially/ethnically different community residents, service deliverers are often tempted to focus all responsibility for this state of affairs on the clients. As a result, when attempting to serve apparently thankless or difficult clients, service providers may be unconscious of their efforts to change those individuals, to make them over to fit some program norm . . . norms that may be in conflict with the actual values and norms of the clients. For non-users, program staff often react with a frustrated sense of "what do those people want?", yet continue program planning on the basis of the system's needs without seeking input from community residents.

Hispanics in California make up a sizeable number and percentage of the state's population, with 4,543,770 Hispanic inhabitants reported in the 1980 Census. This represents 19.2 percent of the total population, and in-



Santa Clara Valley Alcohol Services United Bi-Lingua Counselors.

Opinion

**THIS IS REPRESENTATION?**

Early last March, this writer had the opportunity of speaking with our assemblyman, Mr. Jack O'Connell. The conversation took place via telephone and was initiated from his offices in Oxnard California. He was speaking from Sacramento.

Since Mr. O'Connell had indicated an interest in using the Forum during his campaign for office, and since the Forum felt it appropriate that his Hispanic constituency be kept informed of his performance on their behalf, it was suggested that he may want to follow through and submit an article for print. Unfortunately Mr. O'Connell could not remember having had such a conversation with this writer and felt that he was being "pushed" into something he knew nothing about. He was reminded that this "something" took place in mid 1982 at a *Chamber Mixer* in Oxnard at which time Mr. "Bob" Borrego, now administrative assistant to senator "Gary" Hart introduced this writer and the Forum to him. Mr. O'Connell was thanked for his time and the phone conversation was terminated.

At an *Ethnic Minority Conference* on April 16, 1983 Mr. Roberto Juarez, Executive Director of the *Clinicas del*

Camino Real, Inc. expressed his disappointment of Assemblyman O'Connell stating that the Assemblyman did not appear overly concerned with Chicanos . . . their needs or their interests.

Mr. Juarez informed the conference that he had met with O'Connell in February of this year. Many issues and many bills were discussed at that time. Among them, AB 2057, a bill that deals with the consolidation of State Grant Programs. Mr. O'Connell agreed to help introduce the bill at that February meeting.

A couple of weeks later Mr. Juarez again contacted Mr. O'Connell. Our Assemblyman seemed to have forgotten that he had agreed to help introduce AB 2057 and refused to do so. Continued lobbying by Mr. Juarez resulted in Mr. O'Connell responding, "I have other constituents" referring it is presumed, to his order of priorities.

Response at the *Ethnic Minority Conference* was quick and predictable. First, there did not appear to be much disappointment. It was more a case of, "well, what's new". Secondly, it was agreed that this behavior must be publicized. Mr. Juarez pointed out that, "it's O.K. for us to walk precincts for them, it's O.K. to have fund raisers for them, and it's O.K. for them to attend our parties . . . but when we ask for their assistance,

what do we get, they have other constituents?" No one needs to hear that.

Elected representatives like Mr. O'Connell appear to have a *built-in* need to be constantly reminded that it was the Chicano vote that swung him into office and could just as easily swing him back out again. He should be listening to Chicanos. Moreover, our Assemblyman alludes to feeling a close kinship to the Latino communities of both Santa Barbara and Ventura counties . . . having been born in Carpinteria and having lived in Oxnard many years. What then, may it be asked, is there about kinship when he, like his predecessor continues to kick the Mexican American in the shins. Continues to shun him like an alien, and divests himself of any interests in his welfare.

It is hoped that when AB 2057 comes on the floor of the assembly, more respect will attend it at that time than has thus far been accorded the Hispanic community in Ventura county.

Clearly this gentleman is not listening. He is not scrutinizing the graffiti on the walls . . . for if he were, he would see the writing as pointing to an ever increasing Hispanic population . . . a more politicized Hispanic population, and certainly a Hispanic population that is increasingly less tolerant of politicians who continue to blow smoke up their nostrils.

**STATISTICS**

crease of 7.3 percent from 1970. State and national trends of fertility and immigration indicate that both figures will continue to grow.

While there are still many shortcomings in social science research on Hispanics and substance abuse, it is clear from the small amount of literature that exists that there is a serious problem of alcohol use and abuse in Hispanic communities. While most information focuses on the problems of Hispanic men, there are also data on changing patterns of alcohol use by Hispanic women and concern on part of community leaders about alcohol consumption by Hispanic youth, including girls and young women. The latter point is particularly important given the demographic character of the Hispanic population: over 50 percent of Hispanics are under 21 years of age. A related concern by Hispanic leaders is a new consciousness on the part of the alcohol industry and its advertising components with respect to the potential of Hispanics as purchasers of alcohol. A number of national media campaigns, particularly those of beer companies, appear to be targeting Hispanic youth and doing so with culturally sensitive messages.

(This article will be continued in next month's issue.)

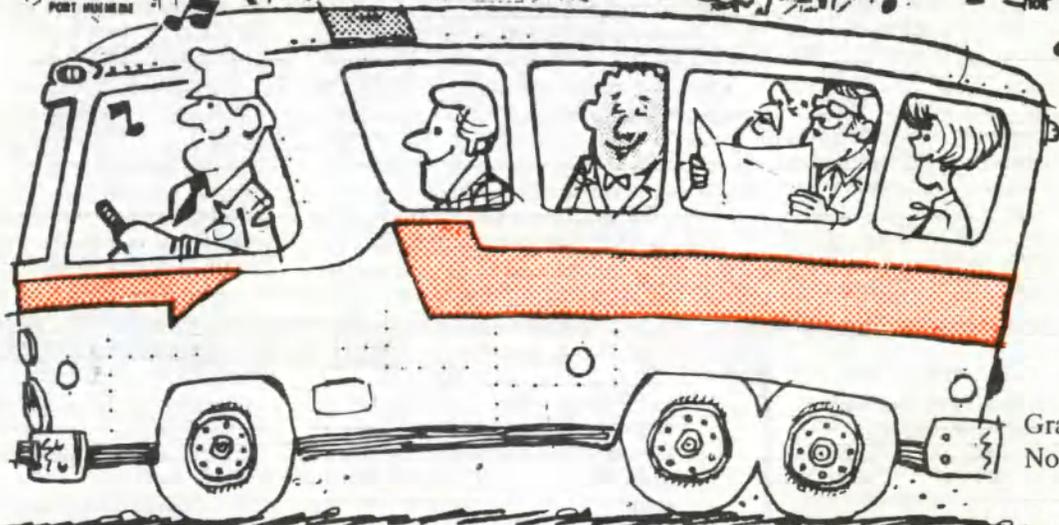
- Although the number of Hispanic high school graduates in the mainland increased from 1975 to 1980, Hispanic secondary school graduates as a percent of the Hispanic population declined from 57.5% to 53.7% Anglos had a percent of 82.5 and Blacks 69.7 in 1980.
- Only 43.2% of Hispanics 25 years and older had four years of high school in 1980 as compared to 68.7% of Whites 25 years and older.
- In 1980, 7.6% of Hispanics 25 years and older had four years of college as contrasted to 17.1% of Whites and 8.3% of Blacks.
- In 1980, 82.5% of 18-24 year old Whites were high school graduates compared to 53.7% of Hispanics.
- Hispanic college enrollment as a percent of Hispanic high school graduates declined from 35.4% to 29.9% from 1975-1980.
- Hispanic college enrollment as a percent of the 18-24 year old population fell from 20.4% in 1975 to 16.1% in 1980.
- College enrollment in 1980 for the 18-24 year old White population was 26%, while Hispanics comprised only 16%.
- Of the total college enrollment in the 50 states and D.C. for 1980, only 3.9% were Hispanics.
- 47.7% of all Hispanic college enrollment on the mainland in 1980 were part time students.
- For 1978-1979, degrees earned by Hispanics in the 50 states and D.C. included: 4.2% of AA degrees, 2.2% of BA degrees, 1.8% of MA degrees, 1.3% of Ph.D. degrees, and 1.9% of first professional degrees.

*From a report of the Hispanic Higher Education Coalition, September 1982.*

Have you contributed to scholarships for Chicano/Latino students lately?



# THE PRIVATE INDUSTRY COUNCIL



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MAC L. FAKUZ

## TRANSPORTATION TO WORK

**From:**  
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**SANTA PAULA**  
**FILLMORE**  
**SATICOY**  
**SIMI VALLEY**

**To:**  
**NEWBURY PARK**  
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**Contact:**  
**SOCORRO LOPEZ**   
**(805) 644-0181**